

Case Study: Telemarketing for Energy Services Company in deregulated market.

Client

Texas based Company who helps both residential and business customers to lower their energy bills. They are also recognized Energy Service Company (ESCO) in the state of California and work with PG&E and Pennsylvania to serve PECO.

Inteliminds BPO Solution

Inteliminds BPO was awarded the contract based on the solution it highlighted to drive the clients sales process.

Inteliminds bpo's solution included:

- An India based team, which had the required sales skills, communication skills and poise to open doors for the company's highly skilled product specialists to take the sales process to the next phase.
- Design of a pilot program.
- A team of Inteliminds bpo's internal B2C specialists.
- Relevant training for two weeks to make the first level pitch.

Inteliminds BPO Role:

We have played a successful hand in increasing our energy client's customer database to 30% more than their existing customer base.

Campaign Description:

A team of associates with outbound sales experience call prospects of incumbent utility and detail the benefits of using the client's services by handling rebuttals and the clarifications if raised. All interactions with the prospects are recorded and accessible online. The associates capture required information such as the name appears on the bill, account Number, date of birth and service address and then we authenticate the given details in the incumbent utility's websites. To authenticate our reps have given right information to the customers the sale have to go through an automated Third Party Verification.

Results:

The team averages around 03 to 04 accounts per agent per day.